

App Store

The apps you love. From a place you can trust.

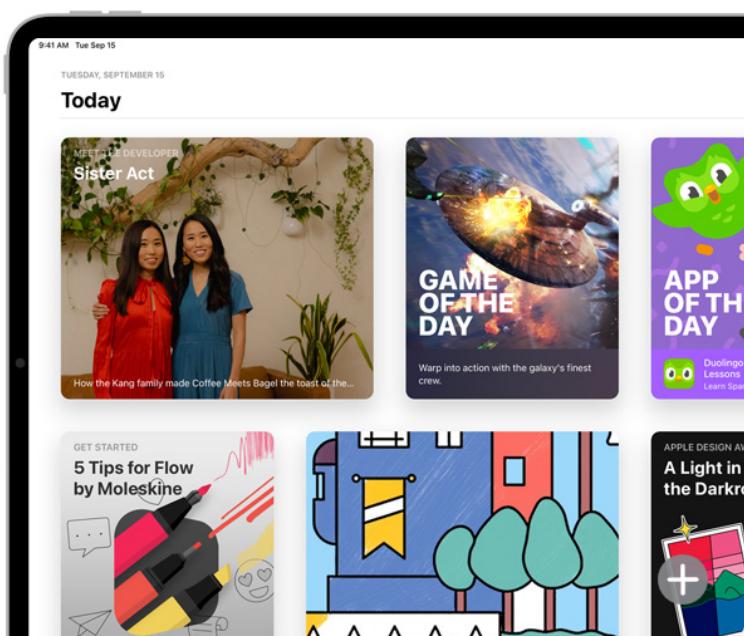
For over a decade, the App Store has proved to be a safe and trusted place to discover and download apps. But the App Store is more than just a storefront — it's an innovative destination focused on bringing you amazing experiences. And a big part of those experiences is ensuring that the apps we offer are held to the highest standards for privacy, security, and content. Because we offer nearly two million apps — and we want you to feel good about using every single one of them.

EXHIBIT 6691

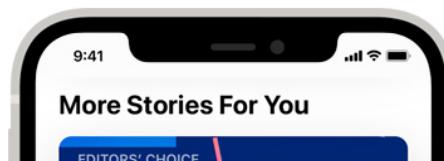
EXHIBIT 6691-001

Designed for discovery.

Stories and collections that inform, help, and inspire. Updated daily.



Curated by experts. Handpicked for you.



Overlook

EXHIBIT 6691-002

Over 20K stories and counting.



New

Explore in-app events like movie premieres, gaming competitions, and livestreams.



Discover amazing
apps with a rich

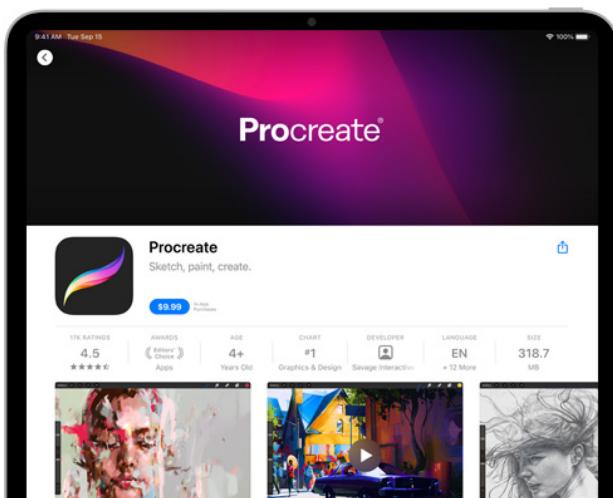
1.8M apps

Discover amazing apps with a rich search experience.

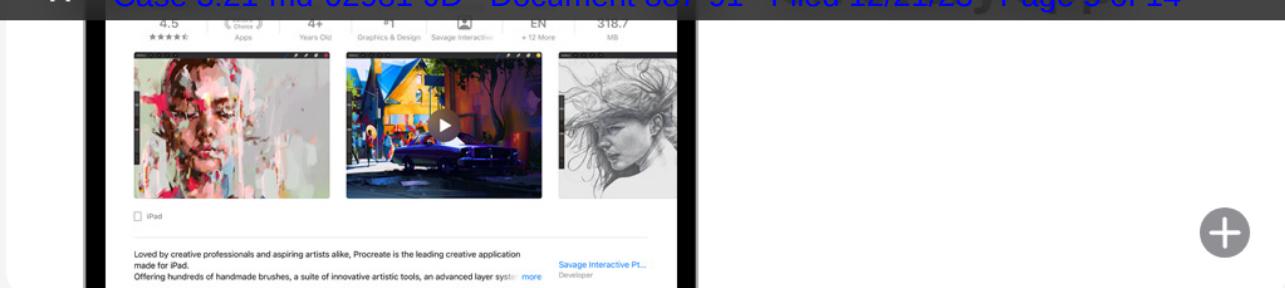
1.8M apps available worldwide.

175 storefronts in over 40 languages.

Over 150 expert editors worldwide.



Get the details on every app.



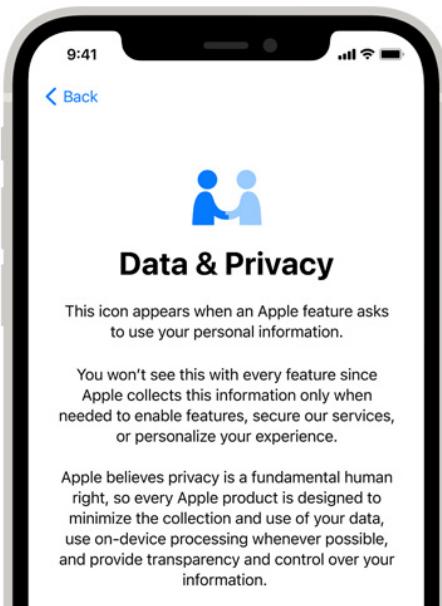
Privacy and security. Built into everything we do.

Security for every
app. At every level.



100% of apps are automatically screened for known malware.

Over 16K apps use Apple health technologies like HealthKit, CareKit, and ResearchKit designed to protect patient privacy.



You choose what data to share. And with whom.



Over 215K submissions rejected last year for violating privacy guidelines.



Apps can't pull your data from other apps.



Dedicated to trust and safety.

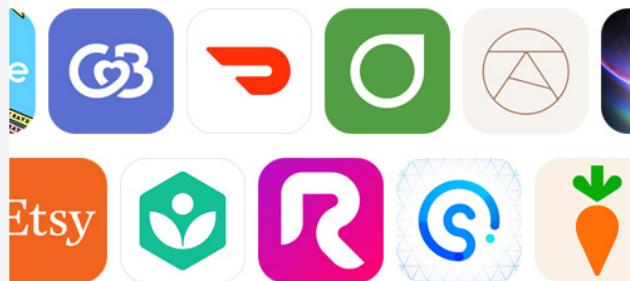
Apps must adhere to our guidelines.



Every week, over 500 dedicated



adhere to our
guidelines.



Over 500
dedicated
experts
around the
world review
over 100K
apps.



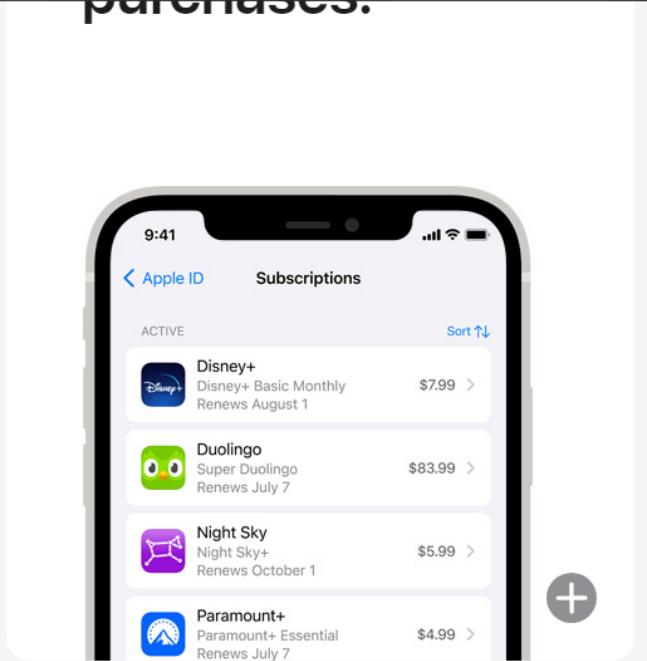
Over 1M
submissions
rejected for
objectionable,
harmful, unsafe,
or illegal content.

You should
never have to
worry about
inappropriate
content.



No surprise
purchases.

Every day,
moderators
review



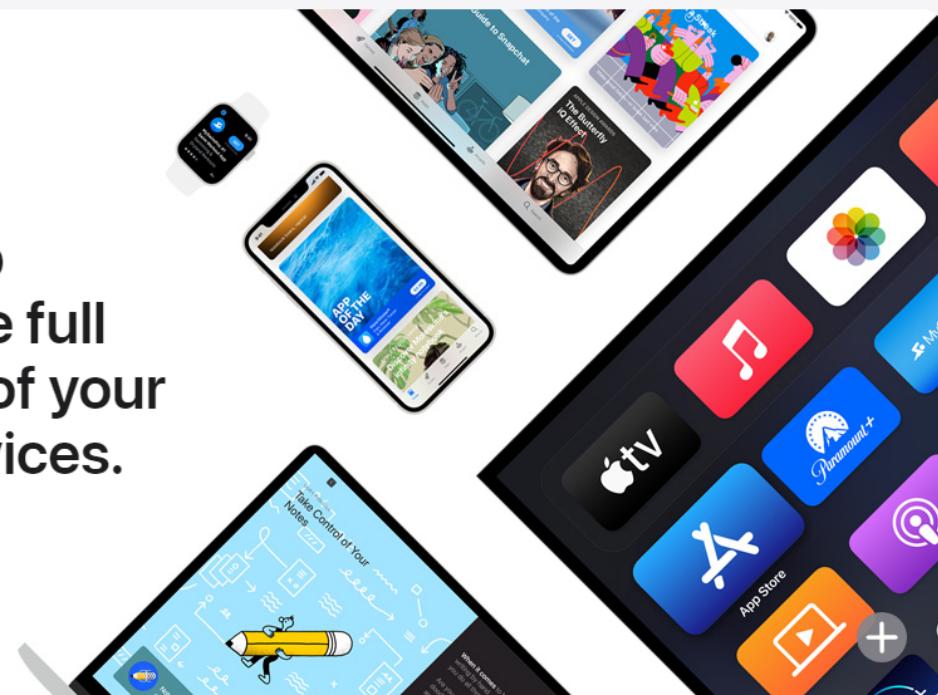
moderators review worldwide App Store charts for quality and accuracy.

In 2020, we removed over 80M user reviews that were considered spam.

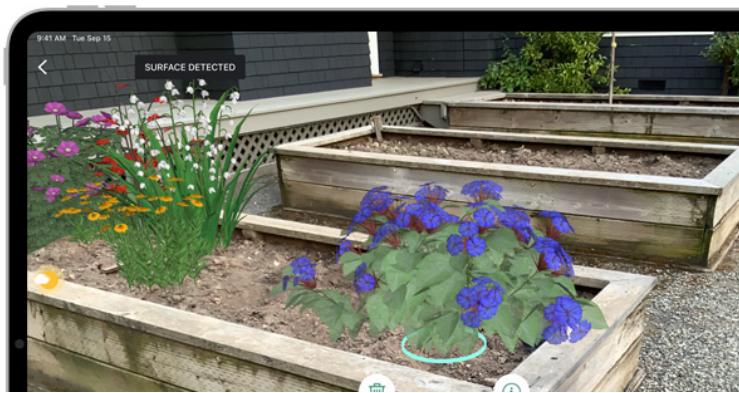
We have removed over 2.3M apps because they haven't been updated or don't work on our latest OS releases.

Hardware and software. Powering amazing experiences together by design.

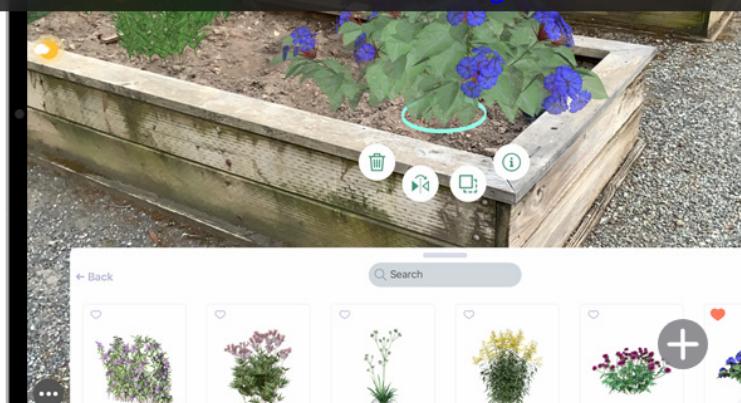
Apps help unlock the full potential of your Apple devices.



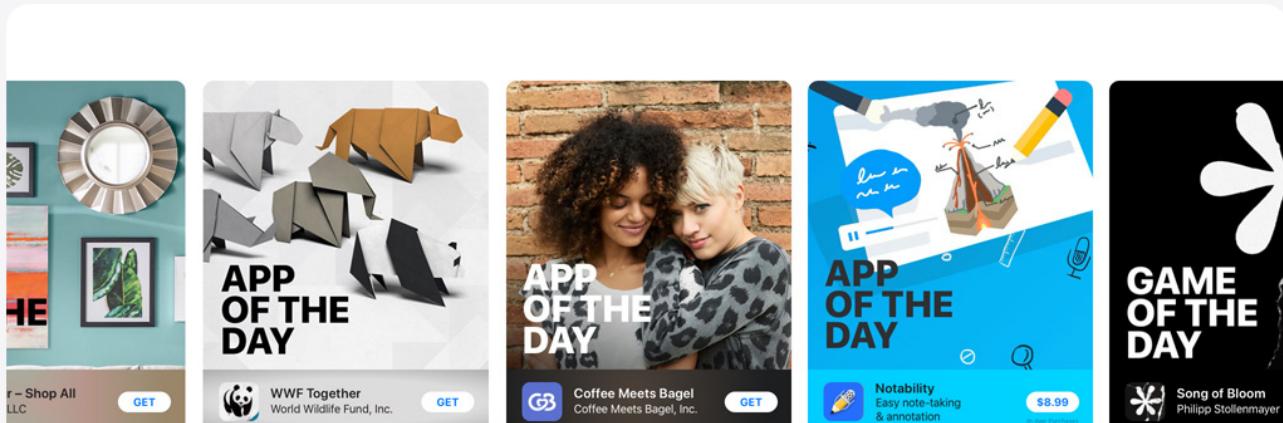
We help app developers take advantage of our latest hardware



take advantage
of our latest
hardware
technologies.



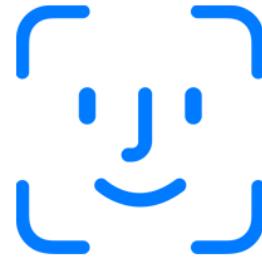
Download with confidence.



Make any app yours. Instantly.



Over 900K apps have secure payment technologies like Apple Pay and StoreKit for goods and services.

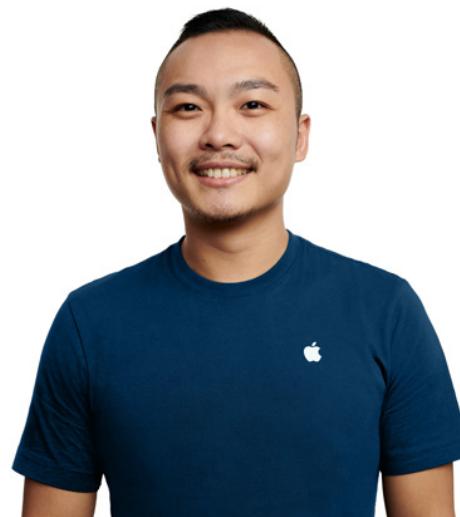


Purchase safely and securely.



Problem with an app? Easily report it from the App Store.

Need a refund? AppleCare has your back.



the App Store.



**More than 4B
apps distributed
each day from
data centers
running on
100% renewable
energy.**



**Over 195
local payment
methods and
45 currencies
supported.**

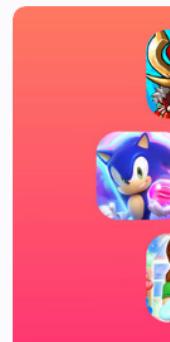
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Meet the 2023 App Store Award finalists

November 14, 2023

Apple supercharges Logic Pro for Mac and iPad

November 6, 2023

8 new game coming to A

November 1, 2023



* Disney+ subscription required. Must be at least 18 to subscribe.

App Store

Shop and Learn	Account	Apple Store	For Business	Apple Values
Store	Manage Your Apple ID	Find a Store	Apple and Business	Accessibility
Mac	Apple Store Account	Genius Bar	Shop for Business	Education
iPad	iCloud.com	Today at Apple	For Education	Environment
iPhone		Apple Camp	Apple and Education	Inclusion and Diversity
Watch	Entertainment	Apple Store App	Shop for K-12	Privacy
Vision	Apple One	Certified Refurbished	Shop for College	Racial Equity and Justice
AirPods	Apple TV+	Apple Trade In		Supplier Responsibility
TV & Home	Apple Music	Financing	For Healthcare	About Apple
AirTag	Apple Arcade	Carrier Deals at Apple	Apple in Healthcare	Newsroom
Accessories	Apple Fitness+	Order Status	Health on Apple Watch	Apple Leadership
Gift Cards	Apple News+	Shopping Help	Health Records on iPhone	Career Opportunities
Apple Wallet	Apple Books		For Government	Investors
Wallet	App Store		Shop for Government	Ethics & Compliance
Apple Card			Shop for Veterans and Military	Events
Apple Pay				Contact Apple
Apple Cash				

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United States

EXHIBIT 6691-014